

Today's Library

Public Library Association

Spring Symposium 2009

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Creating Environments for Today's Customer

- Creating a “third place”
 - Library 2.0
 - Offers food & drink
 - Welcoming & comforting
 - Highly accessible, nearby for many
 - Centered around the customer

Creating an Environment for Today's Customer

- Comfortable seating & spaces
- Large group meeting spaces
- Small group meeting spaces
- Browsing collections galore
- Retail merchandising concepts
- Function & flexibility
- Self supported service

Creating an Environment for Today's Customer

- Food service
- Service zones: children, teen, & adults
- Technology
 - Booths
 - Internet cafes
 - Clusters
 - Unobtrusive signage

What Are People Asking For?

- Conduct a “sweeps” week of surveys, satisfaction measures
- Don't be afraid to make quick changes; fail quickly; respond quickly
- Brand your Library!
- Support successes
- Have social events at the Library!
- Make every library visit an experience

Tours

- Edmonton Pike Branch/Award Winning



Tours

- Green Hills Branch/The Trapezoid



Tours

- Edmonton Pike/Low Shelves



Tours

- Edmonton Pike/Seating



Tours

- Edmonton Pike/Internet Stations



Tours

- Edmonton Pike/Lounge Seating



Tours

- Green Hills Branch/Reading Area



Tours

- Green Hills Branch/Children's Zone



Tours

- Green Hills Branch/Patio/Nature Trail



Tours

- Green Hills Branch/Reading Area



Tours

- Madison Branch



Tours

- Madison Branch/Teen Zone



Tours

- Madison Branch/Wardrobe



Tours

- Madison Branch



Tours

- Nashville Central/Gallery



Tours

- Nashville Central/Children's Theatre



Tours

- Nashville Central



Tours

- Nashville Central/Courtyard



Tours

- Nashville Central



Tours

- Nashville Central/Classrooms



Service Points



Develop a Sizzle Factor

- Conduct user focus groups
- What will make your library unique, exciting, and a destination in your community?
- How can you improve workflow and efficiencies?
- What is the data telling you?

Turning the Page – Creating Your Library Story

- First, understand your audience
 - Who are they?
 - What do you want them to do?
 - What do they know about the library?
 - What do you want them to know?
 - What story will be the most effective?

Turning the Page – Creating Your Library Story

- **Compelling stories:**
 - Show positive community impact
 - Include data relevant to your audience, skip the rest
 - **Convey:**
 - A clear purpose/main point
 - Clear supporting points (anecdotes or data)
 - Your “So what” – why it’s important to our community
 - A call to action

Turning the Page - Research

- People think highly of libraries, but are unaware of funding challenges.
- This includes elected officials, who need more persuading to make funding a priority.
- Effective advocacy focuses on library super supporters & probable supporters.
- Passionate library staff can be influential.
- Communicating how libraries transform lives will increase community support.

BOISE PUBLIC LIBRARY									
FY 2010/2011 Budget									
Proposed Service Alternatives									
			FY 2010				FY 2011		
			FTE	HR	M&O	NET	HR	M&O	NET
	Human Resource Budget Changes		-9.24	(382,582)	147,284	(235,298)	(398,025)	151,703	(246,323)
** M&O is for Professional Services									

**BOISE PUBLIC LIBRARY
BOOKMOBILE SERVICES**

CURRENT SCHEDULE – MAY 26, 2009

Tuesday	Wednesday	Thursday	Friday	Saturday
Noon – 3 PM Towne Square Mall	Noon – 3 PM Mill Station at Harris Ranch	Noon – 3 PM Shoshone Park	10 Am – Noon Optimist Youth Sports Complex Park	10 AM – Noon Ustick Township Redwood Park
4 – 7 PM Fairview & Five Mile	4 – 7 PM Eastgate Shopping Center	4 – 7 PM Columbia Village Albertsons	1 – 4 PM Cole Village Shopping Center	1 – 4 PM Albertsons on Eagle Road & McMillan

PROPOSED SCHEDULE – EFFECTIVE JULY 1, 2009

Tuesday	Wednesday	Thursday	Friday	Saturday
NO STOPS	Noon – 3 PM Mill Station at Harris Ranch	Noon – 3 PM Shoshone Park	NO STOPS	10 AM – Noon Ustick Township Redwood Park
	4 – 7 PM Eastgate Shopping Center	4 – 7 PM Columbia Village Albertsons		1 – 4 PM Albertsons on Eagle Road & McMillan